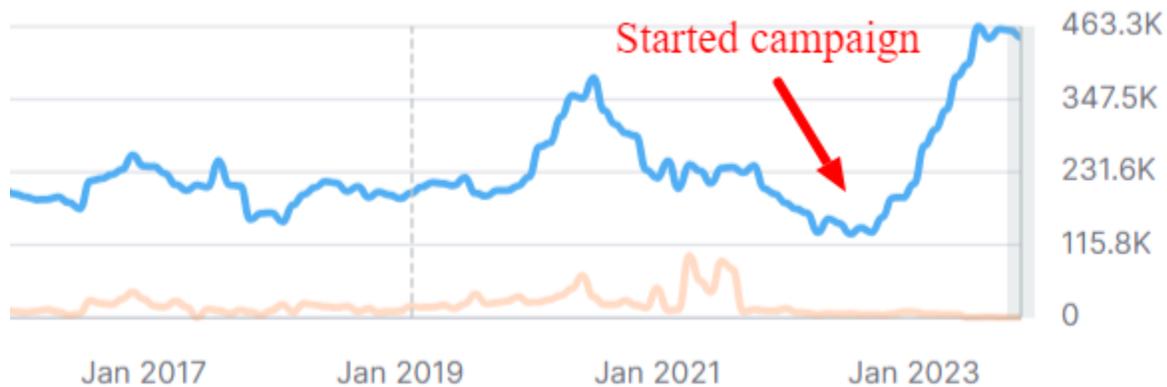


# The Easiest Way to Scale Your eCommerce Brand With No Ad Spend

## 0 to 168,630 Visitors/Month in 1 Year



Context: **eCommerce brand in the fitness equipment industry with a unique, non-commoditized product.**

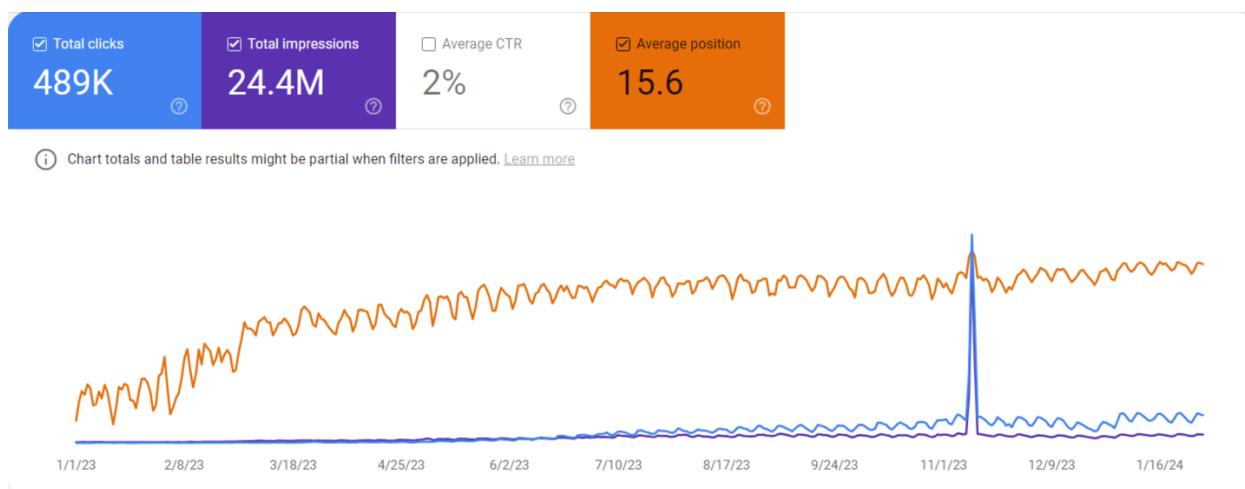
- Ranked #1 for all patented products sold by the brand
- Other general fitness equipment ranked between #20 - #40 position
- Minimal organic blog traffic
- Declining organic traffic

## The Objective

- Rank all products and collections pages in the top 10
- Build up organic blog traffic to become a thought leader in the home fitness industry
- Rank #1 for certain middle-of-funnel keywords to reduce ad spend

## The Results

- Top #5 rankings for 90% of non-branded eCommerce keywords (#1 for “slam balls” and #5 for “resistance bands”)
- 300% increase in newsletter sign-ups for email retargeting through organic blog traffic
- 241% increase in organic traffic since the start of the SEO campaign
- Reduced ad spend for certain transactional keywords



## The Strategy

- Build topical authority clusters around main product lines ranking outside of top #10
- Capture all MOFU keywords related to the client’s main unique selling point
- Source links from high-authority domains on a conservative basis (the client already had strong authority and an aged site)
- Track and monitor all transactional keywords with organic reports being sent to the client monthly

See below for all numbers:

Marketing Website Summary Data From Google Analytics

New users  
**168,630**  
↑ 241.8%

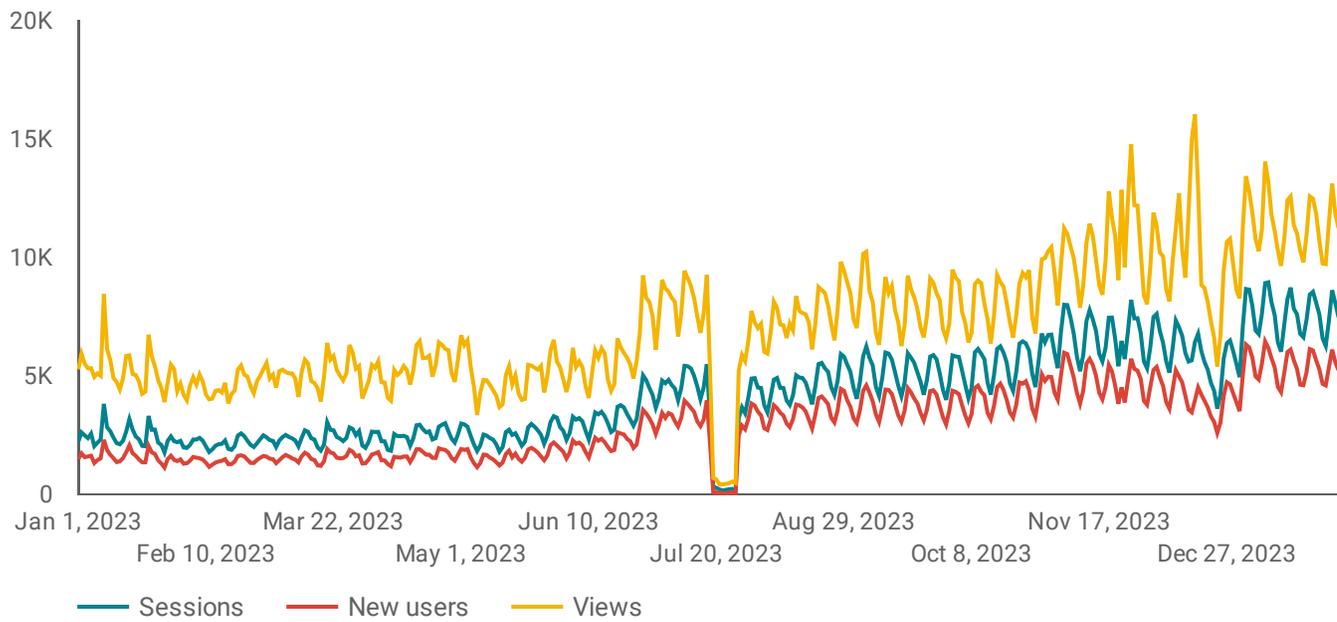
Sessions  
**236,185**  
↑ 203.7%

Average session duration  
**02:44**  
↓ 2.4%

2023 Organic Rev.  
Total revenue  
**\$73,931.02**

2024 Organic Rev.  
Total revenue  
**\$109,172.77**  
↑ 47.7%

Site Visitor Traffic (January 2023 - January 2024)



Organic Revenue (January 2023 - January 2024)

